Subject: FW: Great Streets Challenge - Submitted Application Theatre Row
From: Lisa Schechter <lisa@mediadistrict.org>
Date: 11/18/2016 08:31 PM
To: Martha Demson <martha.demson@gmail.com>, Complex Theatres <complexhollywood@gmail.com>

Dear Ladies

Thank you so much for your assistance with the application today. Listed below is the completed document that was submitted. Let's keep our fingers crossed. The applications will be reviewed during November – December and sometime in mid to late December they will notify the applicants that have been selected for projects. There are 3 pop up projects and 3 build projects that will be awarded.

Have a lovely weekend

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
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(323)860-0025 Direct
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MediaDistrict.org

From: Lilly O'Brien Great Streets Initiative <no-reply@wufoo.com>
Reply-To: <greatstreets@lacity.org>
Date: Friday, November 18, 2016 at 5:25 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Subject: Great Streets Challenge

Thank you for applying to the Great Streets Challenge!

Applications must be received by November 18 at 6:00 p.m. in order to be considered. You will hear about the status of your application by December 16 at 6:00 p.m.

In the mean time, check out our website at: lagreatstreets.org

Great Streets Challenge

Project Lead Contact *	Lisa Schechter
Organization *	Hollywood Media District BID
Email *	lisa@mediadistrict.org
Phone Number *	(323) 860-0025
How did you hear about the Great Streets Challenge? *	• LA City elected office
Community Readiness: What type of project is your community ready for? **We've included a self-assessment in the application to help you determine which project type your community is ready for. You will not be scored or evaluated based on your response to this question.**	• Are there regular community meetings near this corridor or area that are open to all community members and bring diverse stakeholders together? • Do members of your team have previous or current relationships or project experience with City staff or elected office staff? • Have members of your team previously been involved in visioning or planning for street improvements? • Is there an existing organization that is dedicated to work specifically on the proposed corridor or area (e.g. Business Improvement District)?
If you checked off at least four boxes, your team should apply for a Build Project. If not, your team should apply for a Pop-Up Project. If you need further help assessing your level of readiness, email greatstreets@lacity.org. **Please select which project type you are applying for.** *	Build Project

1. Project Area: Where will your project be located? *

Our creative "place making" project is located along Theatre Row and centered around the intersection of Wilcox/ Santa Monica. Theatre Row is the hub in Hollywood for vibrant intimate theater production. Currently there are 14 venues with plans for 3 additional theatres, offering the community a broad range of live performances from classics to edgy new works, musicals and revivals. Theatre Row plays a dynamic role in the Hollywood Media District BID distinguishing the BID from the surrounding neighboring communities. It is the intention to increase visibility and awareness with dynamic artistic way-finding measures.

Map of Project Area *	hollywoodtheatrerowcurrentmap.pdf 135.88 KB · PDF
Site Photo *	

	south_view_of_intersection_wilcox_and_santa_moncia.jpeg.jpg 31.62 KB · JPG
Site Photo 2	east_view_down_santa_monica.jpeg.jpg 38.82 KB · JPG
Site Photo 3	north_view_of_intersection.jpeg.jpg 29.10 KB · JPG

Priority area: Which Citywide plans and priority areas does your Project area align with?

We've created an interactive map to help you identify whether your Project area aligns with these plans. You can find more information about this map in Appendix 3 of the Great Streets Challenge Guide.

Map: goo.gl/TeTekv *

The project area aligns with Mayor Garcetti's Executive Directive No. 1, which will activate community engagement, provide economic revitalization, enhance safety, and increase awareness of Theatre Row. Using the mapping tool, there are 22 layers in Great Street Transportation Street Network Plan which the proposed project area encompasses 19 of them. The three layers that do not qualify are as follows: Great Streets Initiative, Metro Stations, and Metro Lines. There are two Great Streets within 1 mile of the proposed intersection; Hollywood Boulevard to the north and Western Avenue to the south. Metro hubs are less than 1 mile as well, both centrally located at Highland/Hollywood or Vine/Hollywood. The Transit Priority Area is within one block of heavy rail with major bus routes surrounding the proposed location. Santa Monica Boulevard is a part of the Transit Enhanced Network , the Pedestrian Enhanced District, the High Injury Network, and ranks the highest with 50-0.4% of Trips Under 3 Miles. The Community Health and Equity Index north of Santa Monica is 43.74-48.91% and south of Santa Monica greater than 48.91%. In relation to density, Job is rated high to very high, and population by census block on to the north of Santa Monica very high and to the south medium density. There are multiple schools with the area: Vine Elementary, Bancroft Middle School, The Episcopal School of LA, as well as private preschools. The John C. Fremont Library as well as Hollywood Recreation Center are within the 1Ž2 mile buffer.

Challenge statement: What are the challenges and opportunities in your Project area? *

Theatre Row in Hollywood has an illustrious 30-year history yet it suffers from sever urban blight. Potholes, broken sidewalks, and crumbling facades undermine the potential of this arts hub to offer a safe, clean and inviting experience for local residents, students, and visitors alike. Revitalization is essential to retain and attract the best performing arts organizations to the area. With 1,100 new residential units currently under development/construction along Santa Monica Boulevard, there is an immediate imperative to make the boulevard more appealing, walkable, and safe to invite pedestrian traffic and reduce congestion. Bus ridership and other means of transportation will be boosted in the traffic corridor. This street transformation will attract restaurants and other consumer friendly businesses that enhance the leisure experience.

Organizational capacity: What are your qualifications to partner with the City to address these challenges and opportunities in your Project Area? *

Since October 2015, I have been the Executive Director for the Hollywood Media District BID. The BID hold eight meets a month, which are open to the public as well as community members. Specifically the BID's Arts Committee deals with issues directly related to theater and art venues within the District. One particular successful past experience dealing with City departments was the establishment of the now historic Hollywood Theater Row. Councilmember Tom LaBonge along with Councilmember Mitch O'Farrell introduced a City Council Resolution to designate Theatre Row. Part of this process is the coordination with LADOT, City of Los Angeles Sign Shop, Caltrans, as well as others. Working with Councilmember O'Farrell's office and the surrounding Theaters, I facilitated a memorable experience at the Theatre Row unveiling by reaching out to community, press, elected officials, and representatives of other arts organizations. Currently I am wo rking with our BID's Arts Committee to install Theatre Row medallions, which will designate the theatres along Santa Monica Boulevard. The Art Committee has already finalized the design, and I am in the process of obtaining the encroachment permit with Caltrans, and the permit with the Bureau of Street Lighting to install the medallions on the designated street lighting poles.

Project lead *	Lisa Schechter
Title and organization affiliation *	Executive Director, Hollywood Media District BID
Phone number *	(323) 860-0025
Email *	lisa@mediadistrict.org
Time committed to project (in hours) *	100
Roles and responsibilities *	Community Outreach Management, Overall Coordination
Resume/CV *	lisa_schechter_final_resume_62015_1.pdf 104.05 KB · PDF
Team member 1 *	Martha Demson
Title and organization affiliation *	Artistic Director, Open Fist Theatre
Phone number *	(310) 614-6759
Email *	martha.demson@gmail.com
Time committed to project (in hours) *	60
Roles and responsibilities *	Workshop Facilitation
Resume/CV *	martha_demson_cv.doc 52.00 KB · DOC

Team member 2 *	Monica Martin
Title and organization affiliation *	Managing Director, The Complex Theatres
Phone number *	(323) 465-0383
Email *	complexhollywood@gmail.com
Time committed to project (in hours) *	50
Roles and responsibilities *	Management of Presentation, Surveys and Feasibility Studies
Resume/CV *	monicamartin2016resume.docx 7.41 KB · DOCX

Community engagement: How will you engage your community? *

The Hollywood Media District BID is in a unique position to pull together members of existing local organizations representing theatres, art galleries, residents, schools, and businesses within the project area. Quarterly community meeting will be held at a variety of locations within the district (Musicians Union, Bancroft Middle School (LAUSD), LGBT Center, and Scared Fools Theatre). The first quarterly meeting will be dedicated to surveys and discussion, designed to yield community generated ideas for revitalization. Second quarterly meeting will target feasibility studies around community input (for example, sidewalk survey for repair and enhancement). Third meeting will have breakout sessions around individual visioning projects for the area, selected at the second quarterly meeting (these could include but are not limited to lighting, kiosks, benches, murals, traffic improvements, decorative crosswalks, parking, sidewalks, greening). Fourth meeting will present back to the community the Vision Plan and artist rending for the intended revitalization projects.

Outreach will be handled several different ways. We will be utilizing the LAUSD's emailing network to reach out to parents and students alike, the Central Hollywood Neighborhood Council, the Hollywood Media District stakeholder list which encompasses all property owners within the project area, Hollywood Theatre Row coalition, and the Boys and Girls Club of Hollywood will capture the some of the harder to reach youth and undocumented residents. In regards to the LGBTQ constituency, we will partner with the LGBT Center and the Jeff Griffiths Youth Center to engage their communities. In addition to our email campaign, printed collateral will include walk out flyers and public notices strategically posted at area businesses as well as all the theatres located within Hollywood Theatre Row.

Budget: How will you use your grant funds? *	great_street_budget_112016.xlsx 10.22 KB · XLSX
Supplemental materials	cd13_hollywood_media_bid.pdf 60.15 KB · PDF